

ESTTA Tracking number: **ESTTA492647**

Filing date: **09/05/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>SimplyFun, LLC</b>
Application Serial Number:	<b>85572283</b>
Application Filing Date:	<b>03/16/2012</b>
Mark:	<b>BEE ALERT</b>
Date of Publication	<b>08/07/2012</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, The United States Playing Card Company, 300 Gap Way, Erlanger, KY 41018, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 09/06/2012. The United States Playing Card Company respectfully requests that the time period within which to file an opposition be extended until 12/05/2012.

Respectfully submitted,  
/Gary Pierson/  
09/05/2012

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